

ABSTRACT

Sense of belonging has a great role to play as an identity-maker in self as well as a person's motivation to participate in his group. Employee engagement as a positive behavior that employees have of the organization and its value. This research is conducted to know the influence of sense of belonging to employee engagement in Bandung Techno Park. The purpose of this study to determine how much influence of sense of belonging in influencing employee engagement Bandung Techno Park.

This research uses quantitative research method through descriptive analysis approach. Technique of collecting data using saturated sampling, with the number of respondents counted 48 respondents and using simple linear regression analysis technique.

From the results of data processing, it is known that the variable sense of belonging has a positive and significant influence on employee engagement Bandung Techno Park. This is evidenced by the value of $t_{\text{arithmetic}} > t_{\text{table}}$ ($9.511 > 1.677$) with significance level $0.000 < 0.05$. Based on the results of partial hypothesis testing (t test) obtained a sense of belonging significant effect on employee engagement Bandung Techno Park. Overall the influence of sense of belonging to employee engagement is 43.96% and the remaining 56.04% is influenced by other variables outside this research.

Keyword: *Sense of Belonging, Employee Engagment*